

# Design Standards

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## Section A: Site Design



Figure A-1. Public open space is a critical element of successful mixed-use developments.

Reports by the **Lincoln Institute of Land Policy**, the **Trust for Public Land**, and the **National Park Service**, have quantified how parks and trails in communities can boost property values. For instance, studies cited in the Trust for Public Land's 1999 report *Economic Benefits of Parks and Open Space* show that homes bordering the 12-mile Burke Gilman trail in Seattle, WA sold for 6 percent more than other houses of comparable size, while the percentage of Denver residents who said they would pay more to live near a greenbelt or park rose from 16 percent to 48 percent between 1980 and 1990. Similarly, a three-mile greenbelt around Lake Merritt, near Oakland's city center, was found to add \$41 million to the surrounding property values.

### A.1 Open Space

#### Intent

- ◆ To create focal points and gathering spaces of interest for the surrounding neighborhood.
- ◆ To provide a variety of accessible and inviting pedestrian-oriented areas to attract shoppers to commercial areas and enrich the pedestrian environment.
- ◆ To ensure that districts have areas suitable for both passive and active recreation by residents, workers, and visitors and that these areas are of sufficient size for the intended activity and in convenient locations.
- ◆ To create usable, accessible, and inviting open spaces for residents.
- ◆ To create open spaces that enhance the residential setting.

#### Standards

- A.1.1 All developments shall incorporate publicly accessible open space on-site. This could include a single open space or, for larger developments, a variety of open spaces. Examples could include a “village green”, “pedestrian-oriented space(s)”, “parkway”, “trail corridor”, “garden area”, or other types of spaces described in A.1.2. Specifically, applicants must successfully demonstrate how the proposed publicly accessible open space meets all of the following criteria:

- a. **Is/are centralized and accessible.** All applicable open spaces shall be physically and visually accessible from the adjacent street or major internal pedestrian route. Open spaces shall be in centralized locations that nearby residents, workers, and/or shoppers can use – rather than simply left-over or undevelopable space in locations where very little pedestrian traffic is anticipated. Locations integrated with transit stops, for instance, would be encouraged, as there is likely to be pedestrian traffic in the area. At least 50 percent of the open space shall be at street level.
- b. **Is/are inviting.** Inviting open spaces feature amenities and activities that encourage pedestrians to use and explore the space. It could be a fountain, sculpture, children's play area, dog run, special landscaping element, or even a comfortable place to sit and watch the world go by. And to linger in an open space, they must be comfortable. For instance, a plaza space should receive ample sunlight—particularly at noon—have design elements that lend the space a “human scale,” including planter boxes and other landscaping elements, benches and other seating areas, and pedestrian-scaled lighting.

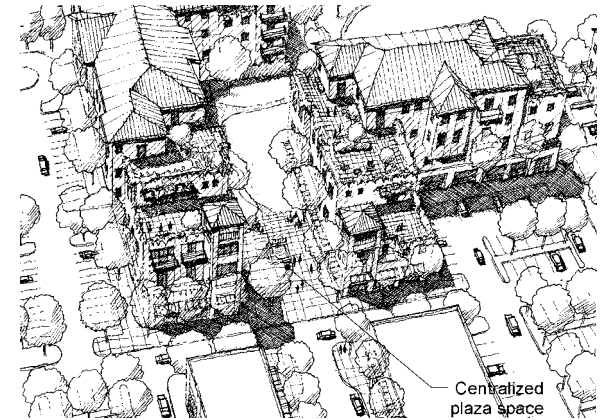


Figure A-2. Centralized and accessible open space.



Figures A-3 and A-4. Comfortable and inviting open spaces.

## A. Site Design

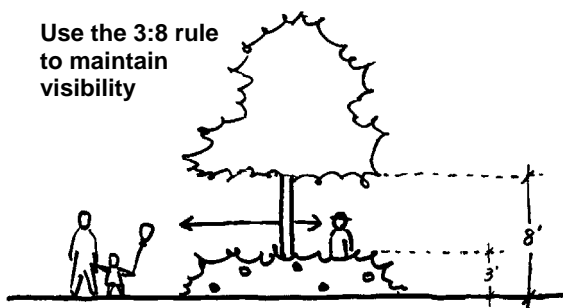
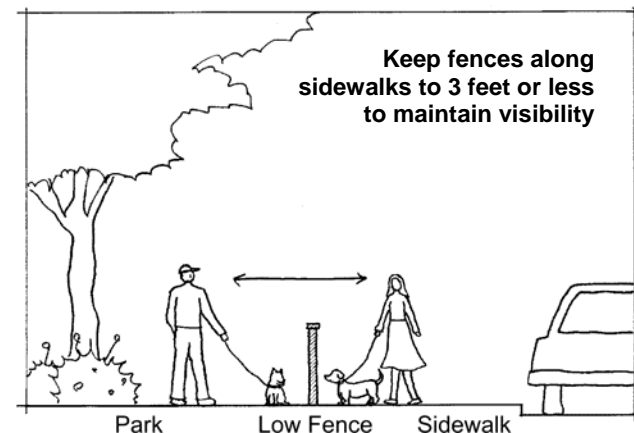
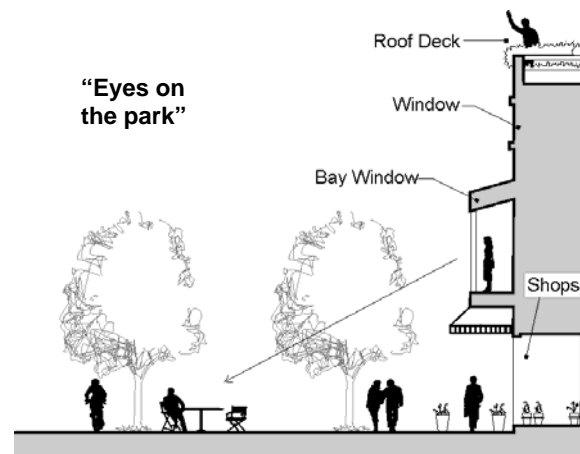


Figure A-5. Guidelines for creating safe open spaces.



### c. Is/are safe. Safe open spaces incorporate Crime Prevention Through Environmental Design (CPTED) principles:

- (1) Natural surveillance – which occurs when parks or plazas are open to view by the public and neighbors. For example, a plaza that features residential units with windows looking down on space means that the space has good “eyes” on the park or plaza.
- (2) Lighting that reflects the intended hours of operation.
- (3) Landscaping and fencing. Avoid configurations that create dangerous hiding spaces and minimize views.
- (4) Entrances should be prominent, well lit, and highly visible from inside and outside of the space.
- (5) Maintenance. Open spaces shall utilize durable materials that will last and require minimal maintenance costs. Walls, where necessary, shall be designed and treated to deter graffiti. Use and maintain landscape materials that reduce maintenance cost and maintain visibility, where desired.

**d. Provides for uses/activities that appropriately serve the anticipated residents and users of the development.** For example, common open space that serves a variety of functions will attract greater usage. When designing open spaces, project applicants should consider a broad range of age groups, from small children, to teens, parents, and seniors.

The remainder of this section provides standards and descriptions for various types of open spaces (A.1.2) and details on the amount and types of open space required for particular uses (A.1.3 through A.1.6). Table A-1 on the following page summarizes the open space requirements for non-residential, multifamily residential, and single family and duplex uses. More details are provided in the standards that follow.

**Table A-1. Summary of Open Space Requirements for Development Types**

Standards to Be Met				
	<b>A.1.3<sup>1</sup></b> Public Open Space	<b>A.1.4<sup>1</sup></b> Pedestrian-Oriented Space	<b>A.1.5</b> Public Open Space	<b>A.1.6</b> Open Space for Multifamily Residences
<b>Non-Residential</b>	5% of developable area	1% of developable area plus 1% of floor area <sup>2</sup>	N/A	N/A
<b>Multifamily</b>	5% of developable area	N/A	N/A	200-300 square feet of open space per unit <sup>3</sup>
<b>Single-Family</b>	N/A	N/A	15% of developable area	N/A

**Notes:**

1. Area devoted to applicable use.
2. Area may also be used to meet Standard A.1.3.
3. If open space is publicly accessible, it may also be used to meet Standard A.1.3.



## A. Site Design

### A.1.2 Standards and descriptions of desirable publicly accessible open spaces by type:

- a. Pedestrian-Oriented Spaces. These are predominately hard-surfaced, plaza or courtyard type spaces that are encouraged with commercial, mixed-use, and low to mid-rise residential buildings. To qualify as a pedestrian-oriented space, an area shall have:
- Pedestrian access to the abutting structures from the street, private drive, or a nonvehicular courtyard.
  - Paved walking surfaces of either concrete or approved unit paving.
  - Pedestrian-scaled lighting (no more than 15 feet in height) at a level averaging at least 2 foot candles throughout the space. Lighting may be on-site or building-mounted lighting.
  - At least 2 linear feet of seating area (bench, ledge, etc.) or one individual seat per 60 square feet of plaza area or open space (up to 50% of seats may be moveable).
  - Be sited in areas with significant pedestrian traffic to provide interest and security, such as adjacent to a building entry.
  - Landscaping components that add seasonal interest to the space.

The following features are encouraged in pedestrian-oriented space and may be required by the responsible official for a space to meet the Intent of the standards:

- Pedestrian amenities, such as a water feature, drinking fountain, tables, and/or distinctive paving or artwork.
- A “pedestrian-oriented building facade” on some or all buildings facing the space.
- Consideration of the sun angle at noon and the wind pattern in the design of the open space.
- Transitional zones along building edges to allow for outdoor eating areas and a planted buffer.



Figures A-6 and A-7. Examples of pedestrian-oriented spaces.

The following features are prohibited within pedestrian-oriented space:

- Asphalt or gravel pavement.
- Adjacent unscreened parking lots.
- Adjacent chain link fences.
- Adjacent "blank walls."
- Adjacent unscreened dumpsters or service areas.
- Outdoor storage or retail sales that do not contribute to the pedestrian environment.

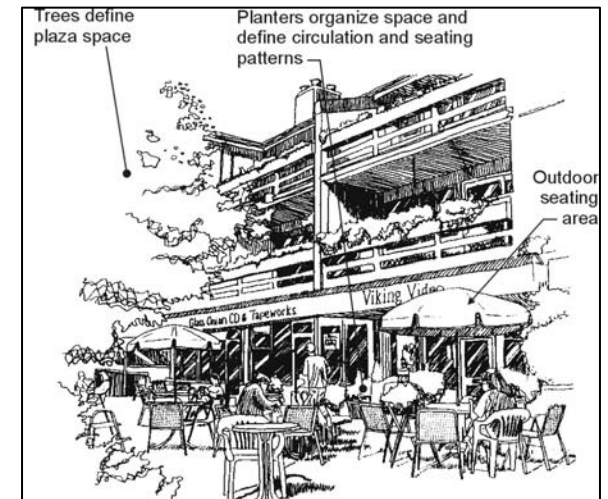


Figure A-9. Pedestrian-oriented space.

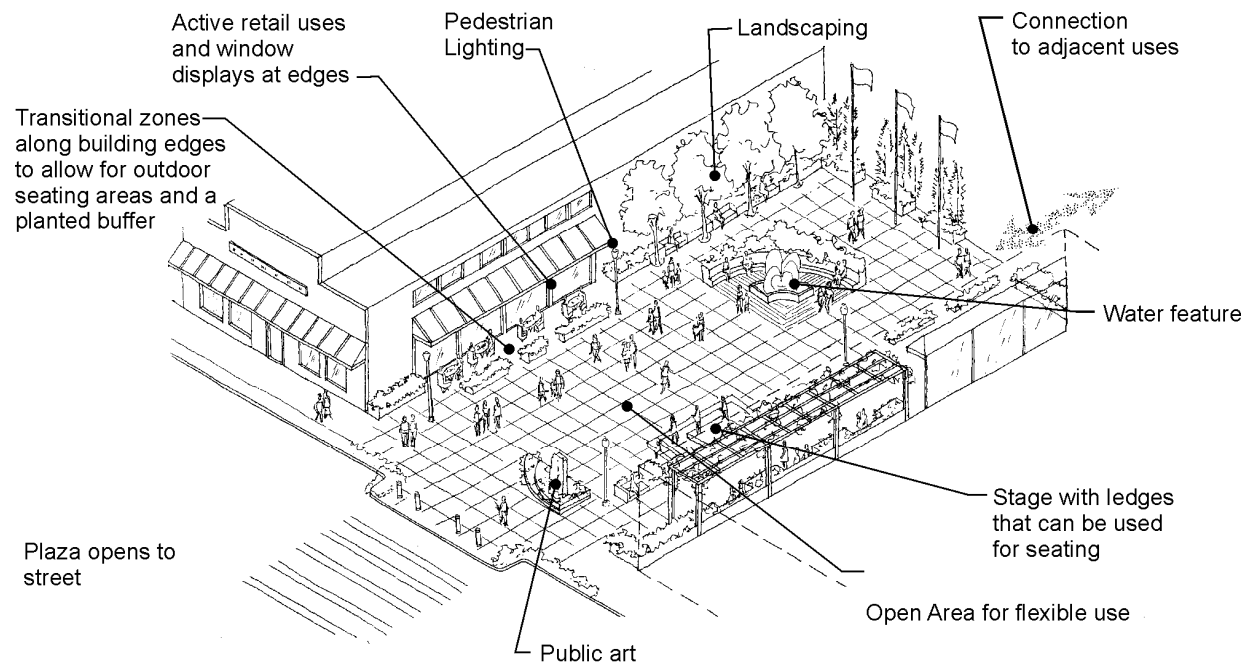


Figure A-8. Large example of pedestrian-oriented space.

## A. Site Design

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*Figures A-10 and A-11. Examples of successful village greens.*

- b. Village Green. This is a park-like space that is greener and larger than a pedestrian-oriented space (typically at least 20,000 square feet). It may be the focal point for a larger mixed-use development or a collection of mixed-use developments. To be successful, it requires many of the same elements as pedestrian-oriented spaces, including a defined edge, the right surrounding uses to animate the space, and attractive landscaping. They are typically centralized and surrounded by public streets on more than one side. They often have community focal points within the space – such as a central fountain, plaza space, gazebo, or central café. Village greens shall include pathways and an open lawn area (at least one-third of the space). Children's play areas, dog runs, and other active recreational uses could be incorporated into the space as well.



- c. Parkway, Residential Squares or Park Blocks. These are public open spaces appropriate for residential components of larger mixed-use developments – particularly for subdivisions with single family and duplex uses. They should be placed in prominent locations that can provide a focus for the surrounding development. While residents are likely to have some private open space, the provision for common, public open space is crucial to the livability of these spaces. To qualify as open space under Standard A.1.3, these spaces shall be located within or adjacent to non-residential or multifamily development.



Figure A-15. An example of a residential square with a street fronting on one side and pathways and front yards on the remaining three sides.

Figure A-12. Parkway:  
Linear greenway,  
bordered on both sides  
by streets or paths.  
Minimum dimension of  
parkway: 60'.

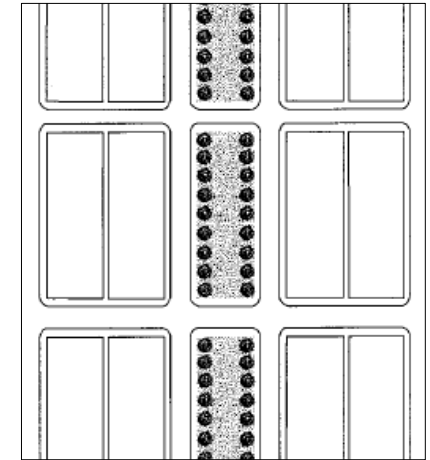


Figure A-13. Residential Squares:  
Bordered by streets and/or paths  
on at least three sides. May be  
square or rectangular. Minimum  
size: 10,000 sf. Minimum  
dimension: 80'.

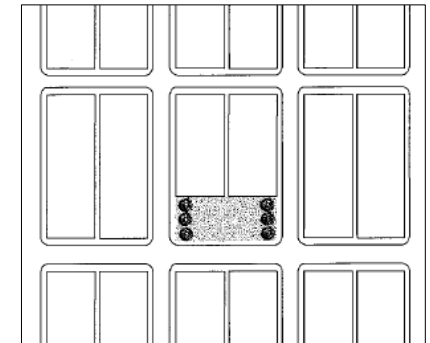
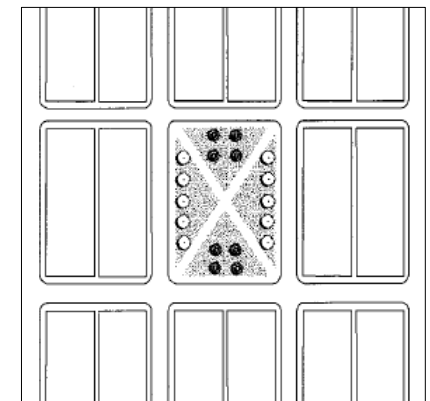


Figure A-14. Park Block: Bordered  
by streets and/or paths on all sides.  
Minimum size: 20,000 sf. Minimum  
dimension: 100'.



## A. Site Design



Figure A-16. Trail corridor example.



Figure A-17. An example of a parking lot pathway that would be counted as a trail corridor since it is designed well in excess of minimum standards and provides an important connection between uses.

- d. Trail Corridors. An off-street trail system should be developed in each Mixed-Use zone cluster. Individual developments shall connect to trails on adjacent sites and routes identified in Clark County's Trails and Bikeways System Plan where applicable. Routes that parallel slopes (to the extent practical), provide view opportunities, and connect uses and amenities shall be used. It is also critical to use routes that have opportunities to be extended by future development on adjacent sites. Required sidewalks and parking lot pathways shall not count as trail corridors unless they are constructed beyond minimum standards, include special pedestrian amenities, and provide an important connection (see figure A-17).
- e. Active Recreational Uses. Developments should consider active recreational needs of residents. Due to the desired compact nature of these mixed-use sites, smaller active recreational uses may be appropriate here. This includes sports courts (tennis, basketball, etc.), children's play areas, skateboard friendly spaces, and dog-friendly spaces, each of which requires a different design treatment to enhance its desirability and mitigate possible negative impacts. Developments may incorporate these uses on individual sites or group them on larger sites such as a Park Block or Village Green.



Figure A-18. Active recreational uses.

- f. Garden Areas. This could include an open space with garden type landscaping (possibly maintained by a local gardening club) or a patch space whereby local residents can reserve seasonal garden plot spaces.
- g. Other Publicly Accessible and Usable Spaces that Provide Public Benefit per the Responsible Official. This could include a “pocket park” on a visible site with passive recreational activities, or a viewing platform overlooking a natural area.

Areas that shall not qualify as publicly accessible open spaces include:

- Steep slopes and other undevelopable and/or unimproved areas.
- Minimum required sidewalks and pathways.
- Areas that do not meet the criteria prepared in Standard A.1.1 per the responsible official.

A.1.3 Non-residential and multifamily uses: 5 percent of applicable development site shall be developed as one or more publicly accessible open spaces, defined in A.1.2.



*Figure A-19. An example of a garden-type open space that can serve as an amenity to a mixed-use development.*

*Figure A-20. TO BE ADDED*

*Figure A-21. TO BE ADDED*

## A. Site Design

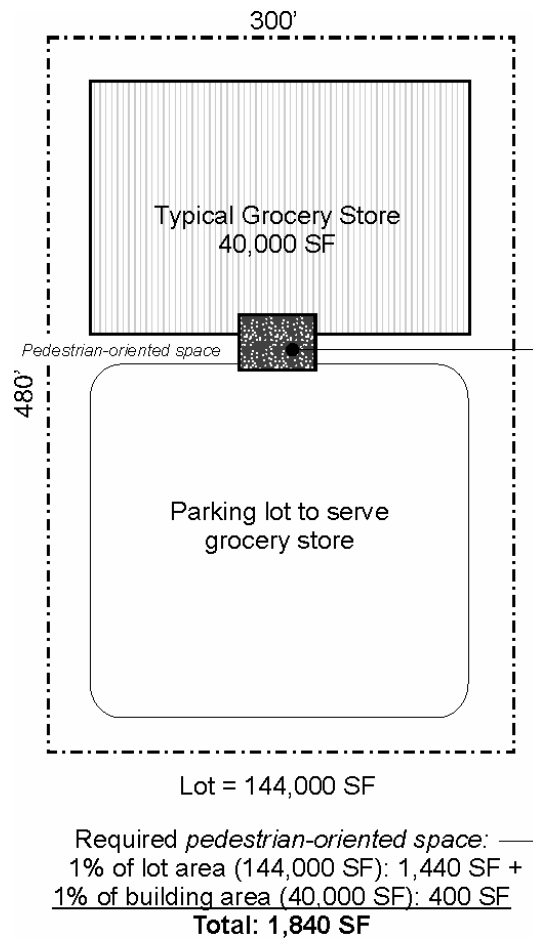


Figure A-22. An illustration of how much pedestrian-oriented space would be required for a typical grocery store served by surface parking.

- A.1.4 Non-residential uses shall provide pedestrian-oriented space, defined in Standard A.1.2, in conjunction with new development according to the formula below. This space may be used towards the requirements of A.1.3.

**Requirement:**

1 percent of the applicable developable area +  
1 percent of the non-residential building floor area (excluding service and structured parking areas)

For the purposes of this section, all required sidewalks and walkways shall not count as pedestrian-oriented space. However, the responsible official may allow those portions of sidewalks or walkways widened beyond minimum requirements to count towards the required pedestrian-oriented space as long as such space meets the definition of pedestrian-oriented space.

Figure A-23. TO BE ADDED

Figure A-24. TO BE ADDED



- A.1.5 Master plans and subdivisions with single family and duplex uses: At least 15 percent of the development site shall be devoted to a Parkway, Residential Squares, or Park Blocks, as described in Standard A.1.2. A Village Green or other publicly accessible open space described in A.1.2 may be used to meet some or all of this requirement, provided the space goes above and beyond the requirements of A.1.3 and is centralized and accessible to development per the responsible official.

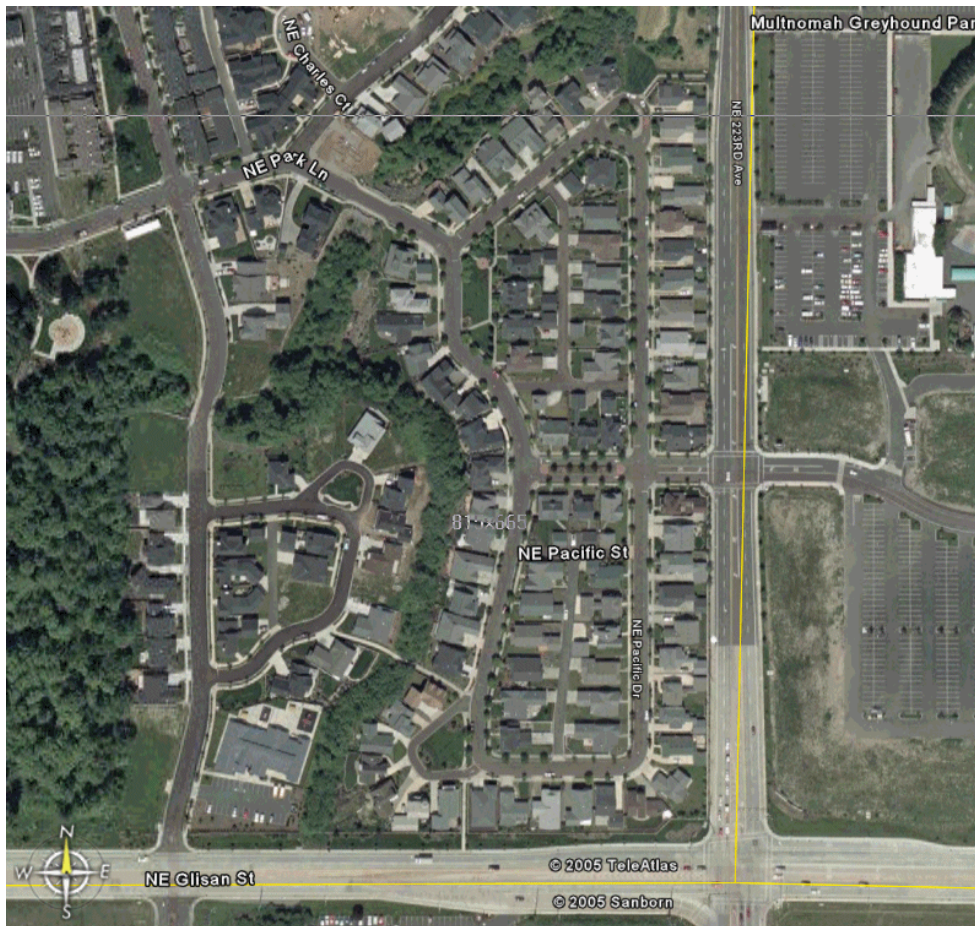


Figure A-25. An example of a residential square.



Figure A-26. An example of a small residential square.

Figure A-27. Fairview Village, OR, provides a variety of open spaces to serve the single-family portion of the development.



## A. Site Design



*Figure A-28. A residential courtyard providing semi-private patio spaces adjacent to individual units.*



*Figure A-29. Common open space for a townhouse development.*



*Figure A-30. A courtyard for a mixed-use development providing an amenity to residents and the adjacent coffee shop.*

A.1.6 Multifamily residential uses shall meet CCC 40.260.150 (A) and (C), which requires between 200-300 square feet of shared outdoor recreational area per unit for developments with at least 12 units. The required area may be satisfied with one or more of the elements listed below:

- a. Common open space accessible to all residents shall count for up to 100 percent of the required open space. This includes landscaped courtyards or decks, gardens with pathways, children's play areas, or other multi-purpose recreational and/or green spaces. Special requirements and recommendations for common spaces include the following:
  - Required setback areas shall not count towards the open space requirement unless it is part of a space that meets the dimensional requirements (e.g., usable space shall be at least 20 feet wide).
  - Space shall be large enough to provide functional leisure or recreational activity per the responsible official. For example, long narrow spaces (less than 20 feet wide) rarely, if ever, can function as usable common space.
  - Consider space as a focal point of development.
  - Space (particularly children's play areas) shall be visible from dwelling units and positioned near pedestrian activity.
  - Space shall feature paths, plantings, seating, lighting and other pedestrian amenities to make the area more functional and enjoyable.
  - Individual entries shall be provided onto common open space from ground floor residential units. Small, semi-private open spaces for adjacent ground floor units that maintain visual access to the common area are strongly encouraged to enliven the space.
  - Separate common space from ground floor windows, streets, service areas and parking lots with landscaping and/or low-level fencing.
  - Space should be oriented to receive sunlight, facing east, west, or (preferably) south, when possible.
  - Required setbacks, landscaping, driveways, parking, or other vehicular use areas shall not be counted toward the common space requirement.
  - Rooftop decks shall not be considered as "common open space" for the purpose of calculating minimum open space area.

- b. Individual balconies may be used to meet up to 50 percent of the required open space. To qualify as open space, balconies shall be at least 35 square feet, with no dimension less than 4 feet, to provide a space usable for human activity.
- c. Natural areas that function as an amenity to the development may count for up to 50 percent of the required open space, subject to the following requirements and recommendations:
  - The natural area shall be accessible to all residents. For example, safe and attractive trails provided along or through the natural area where they could serve as a major amenity to the development.
  - Steep slopes, wetlands, or similar unbuildable areas shall not be counted in the calculations for required open space unless they provide a visual amenity for all units, as determined by the responsible official.
- d. Stormwater retention areas may be counted in the calculations for open space under the category and subsequent requirements of “natural areas” noted herein (up to 50 percent of the required open space) if the facility has natural looking edges, natural vegetation, and no fencing except along the property line. The design of such areas shall go well beyond functional stormwater requirements per the responsible official in terms of the area involved and the quality of landscaping and resident amenities. The side slope of the stormwater facilities shall not exceed a grade of 1:3 (one vertical to three horizontal) unless slopes are existing, natural, and covered with vegetation.
- e. Children’s play equipment and recreational activity space for children and/or teens and parent seating areas are encouraged in residential complexes with 20 or more units. Exceptions: Age-restricted senior citizen housing, developments located within ¼ mile of a public park that features a play area, mixed-use developments, and developments reserved for student housing.



*Figure A-31. Balconies provide private, usable open space for residents.*

## A. Site Design

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*Figure A-32. Children's play area incorporated into a multifamily development.*

NOTE: Open space that meets the definition of one or more of the publicly accessible open spaces, defined in A.1.2, may also count towards meeting this requirement, provided they are within 500 feet of the applicable dwelling units.

## A.2 Building Use, Location and Orientation

### Intent

- ◆ *To establish active, lively uses along sidewalks and pedestrian pathways.*
- ◆ *To have buildings and uses organized in such a way that pedestrian use of the district is facilitated.*
- ◆ *To enhance the visual character and definition of streets within the district.*
- ◆ *To encourage interaction among neighbors.*
- ◆ *To increase privacy for residential uses located near the street.*
- ◆ *To take advantage of special opportunities to create a composition of buildings and open spaces.*

### Standards

Note: Some of the standards below refer to “pedestrian-oriented streets.” These are streets that are intended to be the focus of pedestrian activity within a mixed-use district. They may be designated by an adopted subarea plan, by a developer, or by the County. Related standards are located in Sections B.1 and B.2.

- A.2.1 Project applicants shall successfully demonstrate how the proposed mix and configuration of uses meets the Intent of the standards. Techniques to accomplish this include:
- a. Accommodating uses that contribute to an active pedestrian environment. See 40.230.020 for the list of permitted uses.
  - b. Providing open space and/or other design features (such as a pedestrian-oriented street) that help to integrate the uses and provide a focal point. Fairview Village uses a “main street” concept, public uses, and a network of streets and open spaces to integrate the uses. (See Figure A-33.) On the other hand, Mill Plain One (see Introduction chapter) provides an example where the different uses are not well



Figure A-33. Fairview Village provides a good example of use mix and configuration. Note the efficient grid of streets and location of the “Main Street” and village green.



Figure A-34. Anthem Park concentrates retail uses on highly visible street corners and integrates a centralized open space.



## A. Site Design

*(NOTE: WHILE THERE IS NO SUCH PEDESTRIAN-ORIENTED STREET DESIGNATION CURRENTLY, PARTICULAR STREETS—OR FUTURE STREETS—COULD BE DESIGNATED IN FUTURE SUBAREA OR DISTRICT PLANS OR BY APPLICANTS WITH COUNTY APPROVAL PER THE DESIGN STANDARDS.)*



Figure A-35. Pedestrian-oriented facade example.

integrated. While there are pleasant pathways connecting the uses, there is no real focal point element that truly integrates the development and its uses. See A.1 Open Space for related standards.

- c. Locating commercial uses in the more visible areas of the development (such as adjacent to a public street) that helps to facilitates pedestrian activity. The Fairview Village and Anthem Park mixed-use development examples illustrated below provide good examples. See Standards A.2.3 through A.2.8.
- d. Providing good pedestrian access between residential and non-residential uses. Critical design elements include the configuration of streets, pathways and buildings that allow good pedestrian circulation. Again, Fairview Village provides an excellent example. For related standards, see Section B, Vehicular Access and Parking and Section C, Pedestrian Environment.

A.2.2 To meet the definition of a “pedestrian-oriented façade,” a façade must include the following elements:

- a. The primary pedestrian entrance shall be located on this façade.
- b. The ground floor façade between 2 and 8 feet above the ground shall contain a minimum of 75 percent transparent window area.
- c. Weather protection at least 4-1/2 feet in depth and at least 8 feet above the ground along a minimum of 75 percent of the façade.

A.2.3 Buildings located on designated pedestrian-oriented streets shall feature a pedestrian-oriented facade (as defined in Standard A.2.2) located adjacent to the sidewalk. Setbacks shall only be allowed where pedestrian-oriented space (as defined in Standard A.1.2) is located between the building and the sidewalk. Off-street parking between the building and pedestrian-oriented streets is prohibited.



- A.2.4 Buildings within 5 feet of a public street shall feature a pedestrian-oriented façade (as defined in Standard A.2.2).

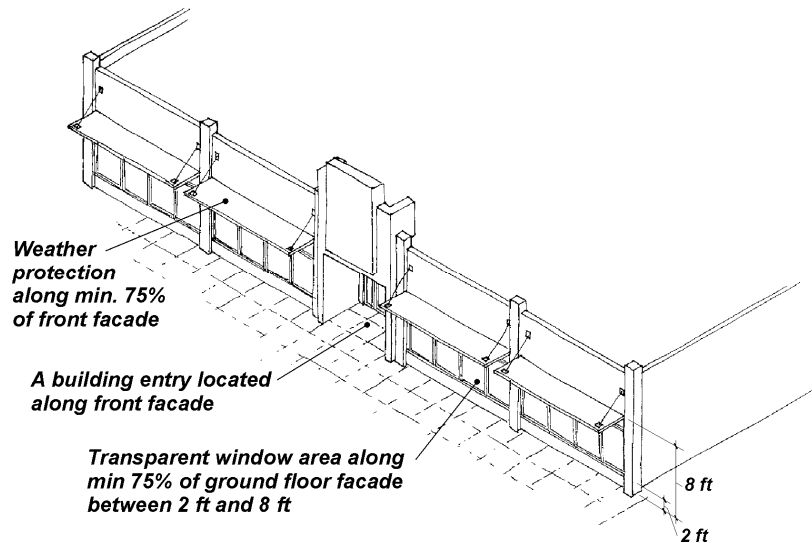


Figure A-36. Pedestrian-oriented façade requirements.

Exceptions:

- a. For buildings fronting on two public streets, the minimum percentages of weather protection and window transparency shall be reduced from 75% to 50% on the building's secondary façade (as determined by the responsible official).
- b. Porches and covered entry features may project up to the front property line adjacent to a public street, unless otherwise noted.
- c. Relaxation of the weather protection and window transparency requirements shall be permitted by the responsible official for ground floor residential uses provided the ground floor features a 13-foot floor to ceiling height and is constructed to accommodate future conversion to commercial uses.

## A. Site Design

A.2.5 Nonresidential and mixed-use buildings shall be located and oriented towards the street. Parking lots may not be located between the street and the building. Exceptions:

- a. For sites that front on more than one public street, the development is encouraged to orient to both streets. Priority shall be given to designated pedestrian-oriented streets or other streets that are more visible and/or provide a better opportunity for increased pedestrian activity, as determined by the responsible official.

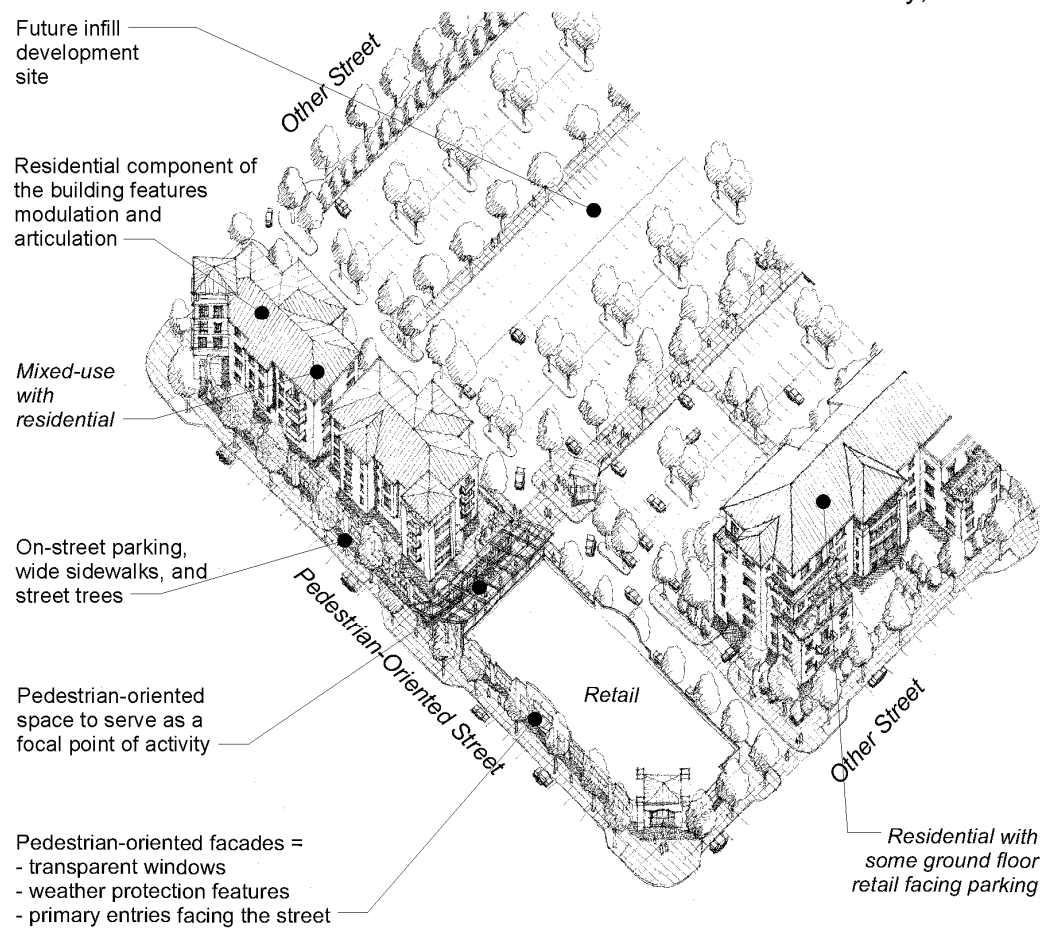


Figure A-37. An example of desirable mixed-use site/building layout and orientation. Note how the buildings front on the pedestrian-oriented street.

- b. For large sites (over 2 acres) featuring multiple buildings, developments shall configure buildings to create focal points for pedestrian activity on the site. However, no more than 50 percent of the primary public street frontage may be occupied by vehicular access or parking unless the responsible official determines that a higher percentage allows the development to better meet the Intent of the standards; for example, if the configuration allows for a centralized plaza surrounded by a concentration of retail uses. For any such departure, the development shall incorporate design features that maintain visual continuity along the streets. Figure A-38 shows two such examples, including a landscaped trellis and architectural columns with hanging plants. Both include vertical elements that, together with the trees, help to define the edge of the street. Also note that visibility is maintained between the parking lot and the street. This is particularly important at eye level for public safety.

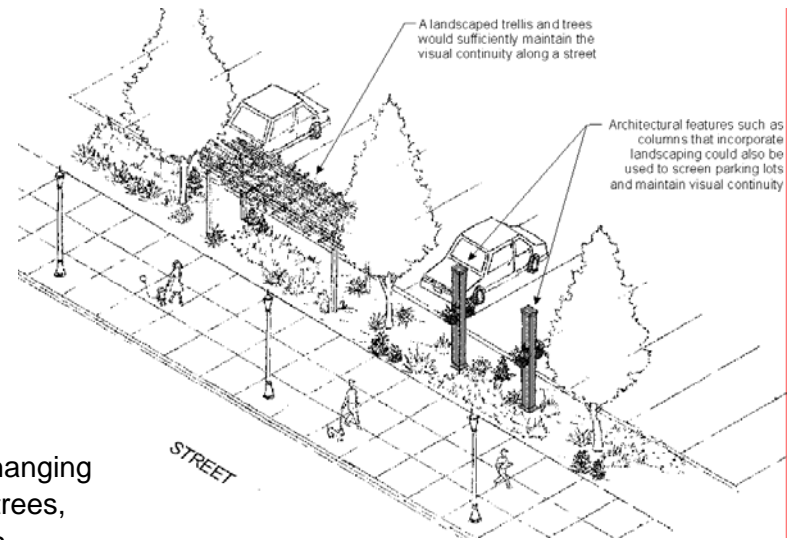
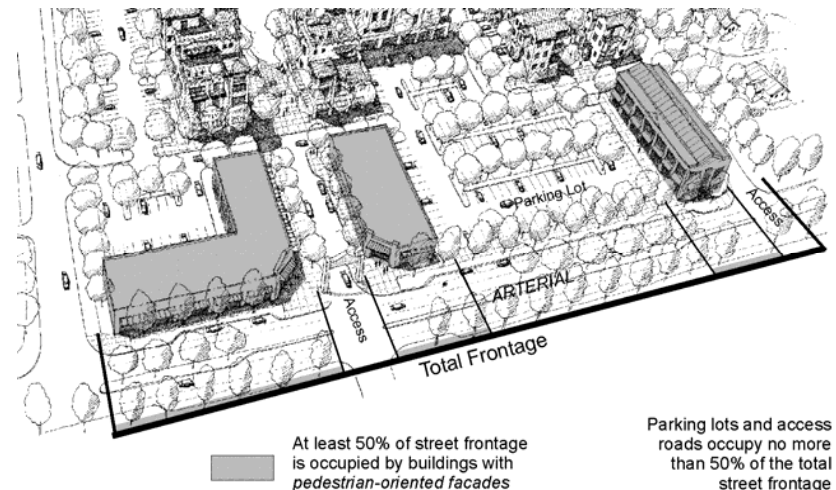
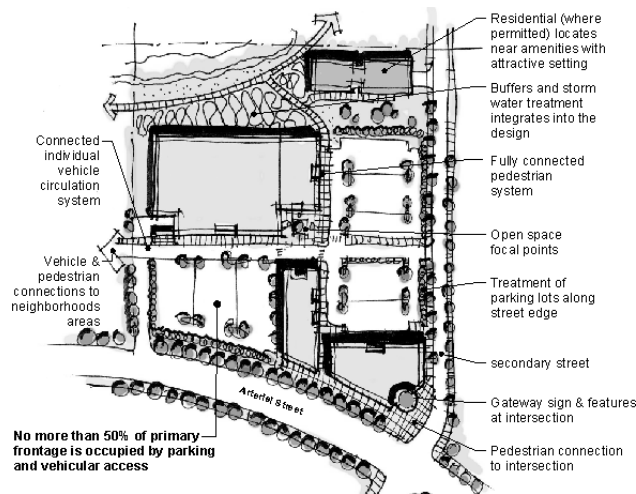


Figure A-38. Examples of design elements between a street and parking lot that maintain visual continuity along the street.



Figures A-39 and A-40. For large sites featuring multiple buildings, no more than 50 percent of the primary public street frontage may be occupied by vehicular access or parking.

## A. Site Design

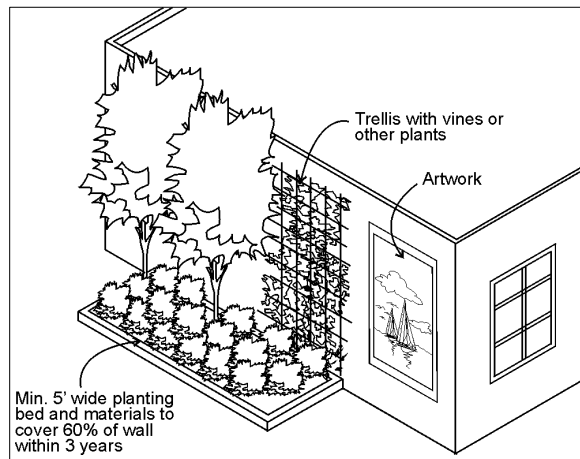


Figure A-41. Blank wall treatments.

- c. Where unique topographical or environmental conditions make conformance difficult or undesirable, the responsible official shall allow alternative nonresidential building placement and/or orientation, provided the overall development meets the Intent of the standards.
- A.2.6 Ground floor elevation of residential uses within 10 feet of a pathway shall be raised at least 18 inches above street level for residents' privacy.
- A.2.7 *Blank Walls* visible from a public street, sidewalks, trails, or interior pathways are prohibited. Design treatments to eliminate *blank walls* can include:
- Transparent windows or doors.
  - Display windows.
  - Landscape planting bed at least 5 feet wide or a raised planter bed at least 2 feet high and 3 feet wide in front of the wall. Such planting areas shall include planting materials that are sufficient to obscure or screen at least 60 percent of the wall's surface within 3 years.
  - Installing a vertical trellis in front of the wall with climbing vines or plant materials sufficient to obscure or screen at least 60 percent of the wall's surface within 3 years. For large areas, trellises should be used in conjunction with other blank wall treatments.
  - Other methods such as murals or special building material treatments that meet the Intent as approved by the responsible official.
- A.2.8 Development which abuts a single family residential district shall meet the following setbacks from the side or rear lot line of a residential lot:
- a. 5 feet for buildings less than 30 feet in height.
  - b. 10 feet for buildings between 31-45 feet in height.
  - c. 15 feet for buildings more than 45 feet in height.

A.2.9 Maximum lot coverage shall be as follows:

- 85% for non-residential and mixed-use buildings.
- 75% for residential buildings.

Landscaped areas on rooftops shall not be included in the maximum lot coverage area.

A.2.10 Multifamily residential buildings shall be oriented towards streets and not parking lots or adjacent properties. Specifically:

- The primary building entry shall face the street. Alternatively, building entries that face onto a courtyard which is oriented towards the street are acceptable.
- Buildings with individual ground floor entries should face the street to the extent possible.
- Buildings shall also provide windows that face the street to provide “eyes on the street” for safety.
- Alternative configurations shall be considered by the responsible official as long as they meet the Intent of the standards. For example, alternative configurations may be more desirable to take advantage of special views or special environmental features.



Figure A-42. Multifamily building oriented towards the street.

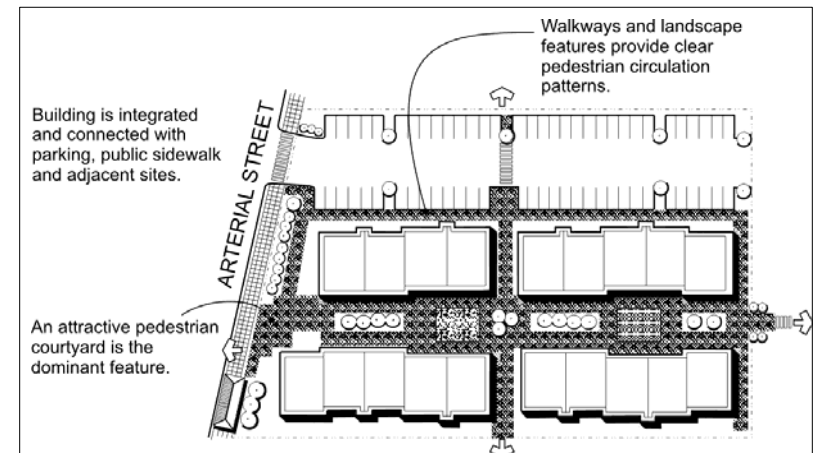


Figure A-43. This multifamily development orients both towards a centralized open space and towards the street.





Figure A-44. This example includes both a building located towards the street corner and a small pedestrian-oriented space.



Figure A-45. Street corner building example.

### A.3 Street Corners

#### Intent

- ◆ To enhance the character and identity of the area.
- ◆ To enhance the pedestrian environment at street corners.

#### Standards

A.3.1 Except for detached single-family units or duplexes, all developments proposals located at street corner sites shall include at least one of the design treatments described below (in order of preference):

- a. Locate a building towards the street corner (within 15 feet of the corner property line).
- b. Provide pedestrian-oriented space (as defined in Standard A.1.2) at the corner leading directly to a building entry or entries.

If a or b are not feasible per the responsible official, consider the following options:

- c. Install substantial landscaping (at least 30 feet by 30 feet or 900 square feet of ground surface area with trees, shrubs, and or ground cover). The space may include a special architectural element, such as a trellis, to add identity or demarcation of the area. Such an architectural element may have a sign incorporated into it (as long as such sign does not identify an individual business or businesses);